MCA INTEROFFICE MEMORANDUM
Form 2022 (Rev. 11/76)

DATE ▶ October 28, 1981

TO ▶ Steve Adler

FROM ▶ Joseph V. Di Muro

OCT 2 8 1981

BY STEVE ADLER

SUBJECT ▶ "KING KONG"

COPIES ▶ Shel Mittleman, Mel Sattler (w/encs.), Legal Files (w/encs.)

Enclosed are copies of the following:

Buck slip, dated October 20, 1981, from Ruth Zitter of RKO to me.

Letter, dated October 15, 1981, from Don McGuinn of Benton & Bowles, Inc. to Ruth Zitter.

Still of King Kong on top of the Empire State Building.

Benton & Bowles, Inc., which represents Continental Airlines, is seeking permission to use a blowup of the enclosed still on a poster to be distributed to travel agents. The poster will contain the following language above the reproduction of the still:

"You Can't Fly Any Closer To New York."

The following language will appear below the reproduction of the still:

"Continental Now Flies To La Guardia.
Continental Still Flies To Newark."

In addition, the Continental logo will appear on the poster.

The poster will be mailed or delivered to travel agents in the vicinity of New York.

I understand from Bill Regan (RKO's attorney) that RKO is willing to grant a license to Continental Airlines for the proposed use.

The enclosed materials are referred to you, because the proposed use also involves the exercise of a merchandising right which is now controlled by Universal.

JVD

A 2422

JVD:mn
Enclosures